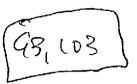
BASIC MENTHOL INCENTIVE PROMOTION - 1 PACK WITH LIGHTER

\$900,000 BUDGETED:

60,000 20 DEAL DISPLAYS (1.2 MILLION DEALS)

| ITEM | UNIT COST | TOTAL COST |
|-----------|-----------|-------------------|
| LIGHTER | 0.55 | 660,000 |
| PACKAGING | 0.11 | 132,000 |
| ASSEMBLY | 0.14 | 168,000 |
| TOTAL | 0.80 | 960,000 |

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BASIC MENTHOL PRODUCT PROMOTION - BIGIF

\$1.2 MILLION BUDGETED

75,000 B1G1F 20 DEAL DISPLAYS (1.5 MILLION DEALS)

| ITEM | UNIT COST | TOTAL COST |
|---------------|-----------|-------------------|
| FREE PACK | 0.38 | 570,000 |
| TAX | 0.32 | 480,000 |
| PRE-CON LABOR | 0.14 | 210,000 |
| TOTAL | 0.84 | 1,260,000 |

BASIC MENTHOL PRODUCT PROMOTION - B2G1F \$1MILLION REMAINING FROM DEC PROMO BUDGET

60,000 B2G1F 20 DEAL DISPLAYS (1.2 MILLION DEALS)



| ITEM | UNIT COST | TOTAL COST |
|---------------|-----------|------------|
| FREE PACK | 0.38 | 456,000 |
| TAX | 0.32 | 384,000 |
| PRE-CON LABOR | 0.14 | 168,000 |
| TOTAL | 0.84 | 1,008,000 |

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